

LUDWIG WILLISCH

President & CEO of North America, BMW Group

Effective May 1, 2012, Ludwig Willisch is Head of Region Americas for the BMW Group. In addition to his current responsibilities for the US, Canadian and Mexican markets, he also assumes responsibility for all sales, marketing and distribution activities for the Latin American and Caribbean importer markets, the BMW Group sales offices in Brazil and Argentina for the BMW Group.

Ludwig Willisch also retains his positions as President and CEO of BMW of North America, LLC (BMW NA), President, CEO and Chairman of the Board of Directors of BMW (US) Holding Corp. and serves as Chairman of the BMW NA Management Board and Director of Designworks/USA, Inc., a strategic design consultancy in California. These positions Willisch assumed October 1, 2011.

Willisch is also Vice Chairman of the German American Chamber of Commerce, and was a member of the Manufacturing Council to the United States Secretary of Commerce until January 2017.

Prior to his arrival in the U.S. Willisch was head of the BMW Group European sales region since May 2009. In this position he was responsible for sales of BMW and MINI automobiles in all European countries outside of Germany.